January 11, 1937

Lincoln Month

No. 423

MONDAY MORNING MESSAGE

To Lincoln Life Field Men

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY OF FORT WAYNE, INDIANA

OPPORTUNITY

What You Can Do In Lincoln Month

AS A *Lincoln* Life representative you have an exceptional opportunity in February.

In your community you enjoy a unique position—a representative of a company which sponsors the Lincoln National Life Foundation. As you know, the purpose of the Foundation is to foster interest in Abraham Lincoln and to contribute to Lincoln lore through original study and research. Your Home Office building houses the most complete library of literature dealing with Lincoln ever assembled.

Much of this Lincoln material is available to you. It can be used to the advantage of the community and yourself. Here are some of the specific things you can do in February — which will not only be of service to your community, but at the same time will create the most desirable publicity for yourself, as well as aid you in making useful contacts.

Lincoln Displays

Pictured in this Message are the four Lincoln displays available to you. Displays are perhaps your most effective publicity medium. They can be exhibited—

1. In store windows
2. In lobbies of office buildings, banks, large restaurants, hotels
3. In the book or picture sections of department stores
4. In public libraries and public schools
5. In private and public museums

If you have not already done so, why not arrange now for at least one Lincoln display in your community?

An Experience

L. R. Roberts, of Mason City, Iowa, tells how he used Lincoln displays.

"I used both the cabin display and the large display in the wooden frame. The displays were placed in a large show window of our leading clothing store and were shown for six days, from February 10th to 15th. They were particularly effective at night because of a special lighting arrangement. The background for the display was furnished by a large American flag draped about the large Lincoln picture, under which was my poster advertisement.

In 1637 the first Lincoln sailed for America in the good ship John and Dorothey and landed at Salem, Massachusetts. This year marks the 300th Anniversary of the coming of the Lincolns to America.

"Considerable publicity was given the displays by our local newspaper, which gave me a fine story, and by personal letters to school teachers asking them to call the attention of their students to the displays. As a result of advertising literature and Brady photographs distributed, I obtained 14 direct leads for insurance besides a host of names of persons on whom I called.

"It is my opinion that my agency and the Company has received more publicity through these displays than could have been obtained through any other means in such a short space of time. This unique advertising placed us out ahead of every other Company in the vicinity for that week."

The 300th Anniversary Display

Pictured on the next page is the new 300th Anniversary Display—depicting scenes and personages important in the history of the Lincoln family in America.

The display has this additional advantage to you—the frame is permanent and can be used for framing **other displays.** The board on which the picture is mounted is detachable from the frame. During the year you will have the opportunity to secure other sets of pictures mounted on panels and ready to be inserted in the frame, to take the place of the present panel.

Other New Displays

Two other completely new displays are offered this year—"The Lincoln Head Exhibit" and "The Gettysburg Address Display." The first display — pictured in this Message — is definitely a quality display for the smaller windows or for display on a wall.

The Gettysburg Address display is inexpensive—costing but 40¢ complete—and is suitable for a small window and for school rooms. It consists of:

1 large facsimile of the Gettysburg Address, 15" x 49" mounted on a decorative card 23" x 28" with agent's imprint.

1 large colored lithograph of the Brady Lincoln 16" x 22" mounted on a large decorative card 21" x 28" with caption.

The Lincoln cabin display—also pictured in this Message—is again available. This display has been used for several years and has proved steadily popular.

New Lincoln Books

This year you will have available two more Lincoln booklets for distribution. An entirely new booklet, *Little Known Lincoln Humor*, has been prepared. The cover reproduces a famous picture of Lincoln and a crony swapping jokes; inside are eight pages of **authentic.** humorous stories about Lincoln.

300th ANNIVERSARY DISPLAY

The new 300th Anniversary Display appropriately pictures important scenes and persons in the history of the Lincoln family in America.

Pictured are:

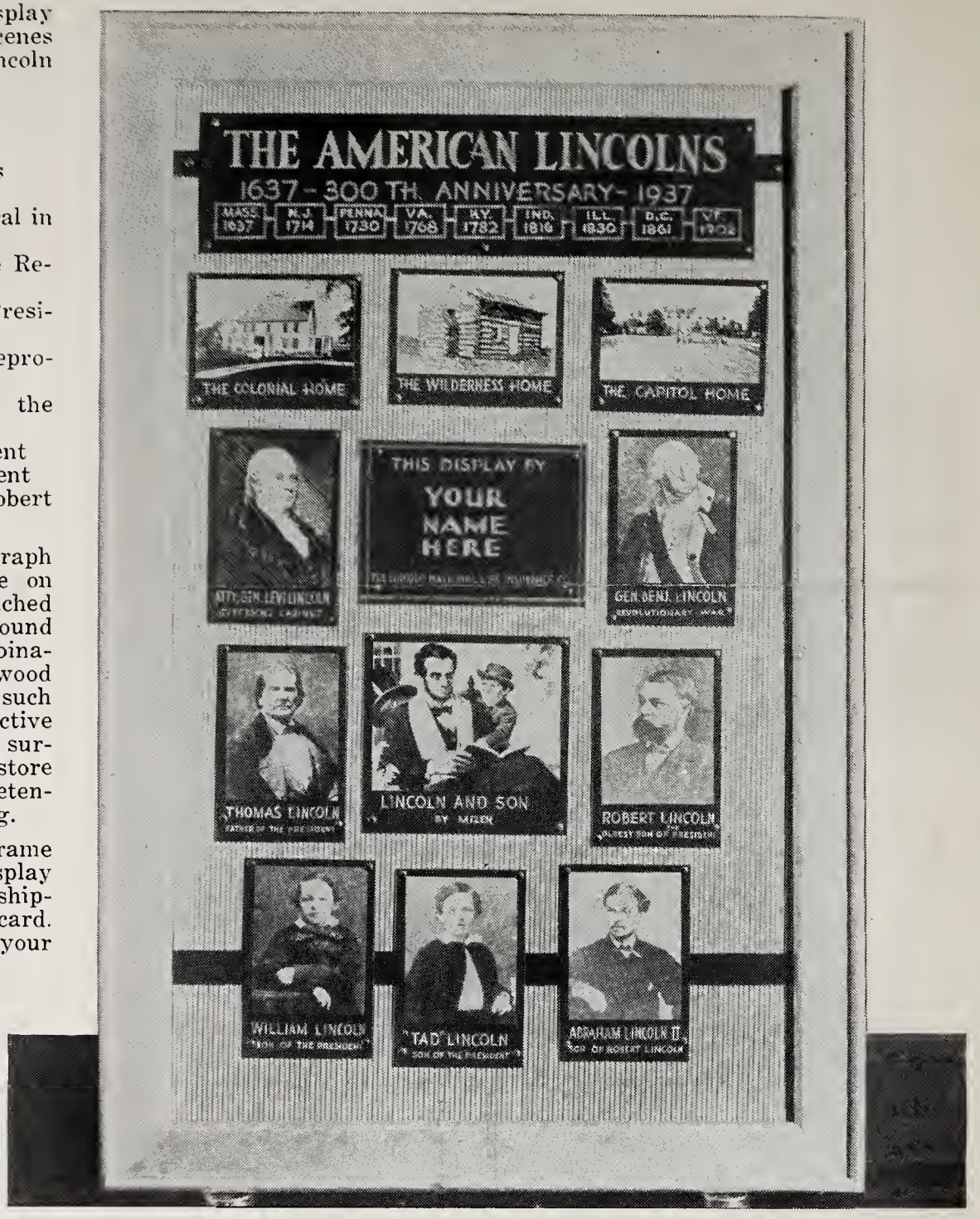
1. Colonial Home of the Lincolns
2. Wilderness Home of the Lincolns
3. Capitol Home of the Lincolns
4. Levi Lincoln, Sr., Attorney General in Thomas Jefferson's Cabinet
5. Benjamin Lincoln, General in the Revolutionary War
6. Thomas Lincoln, Father of the President
7. Abraham Lincoln and Son, a Reproduction of the Mizen Painting
8. Robert Lincoln, Oldest Son of the President
9. Willie Lincoln, Son of the President
10. "Tad" Lincoln, Son of the President
11. Abraham Lincoln II, Son of Robert Lincoln

Each picture is an actual photograph —not a print. The photographs are on chocolate brown mountings and attached to a sand colored corrugated background —a strikingly effective color combination. The frame is made of heavy wood and silvered. The color scheme is such that the display is particularly effective under lights. This display will fit the surroundings of the finest department store window or the lobby of the most pretentious bank, theatre, or office building.

The over-all dimensions of the frame are 3 x 5 feet. The price of the display complete to you is $5.00 including shipping charges and your own name card. Order now so the display will be in your hands by February 1.

The entire panel on which the pictures are mounted may be detached from the frame. If you already have a frame and desire the new 300th Anniversary panel only the price for the panel is $2.50.

When ordering display panel only, advise whether or not fasteners for holding the display in the frame are to be included.



The very popular *Little Known Lincoln Episodes* has been reprinted. The picture of Lincoln and his son Tad—which appeared on the October outdoor advertising poster and which will appear in our February magazine advertising—is reproduced on the cover.

The new booklets will be available in any quantity you desire at a price of ½¢ each.

The more elaborate *Concise Biography* is again available for special distribution at 2¢ a copy.

Lincoln Leaflets

In addition, there are several miniature *Lincoln Lore* leaflets available for general distribution. The series consists of:

Lincoln's Manual for Lawyers

Lincoln's Military Manual

Lincoln's Manual for Executives

Lincoln's Place in the Universe

100 Outstanding Events in Lincoln's Life

The Constitution from Lincoln's Viewpoint

Banquet Souvenirs

Banquet or luncheon tables offer opportunities for small Lincoln mementos. The Gettysburg Address or the small Brady photograph (Form 1966) are especially appropriate for this purpose—as are also the new booklets and the *Concise Biography.*

Watch your daily newspapers for announcements of such Lincoln banquets or luncheons.

Contact These Groups

You can help these groups make their Lincoln programs more interesting — and at the same time open up favorable personal contacts for yourself:

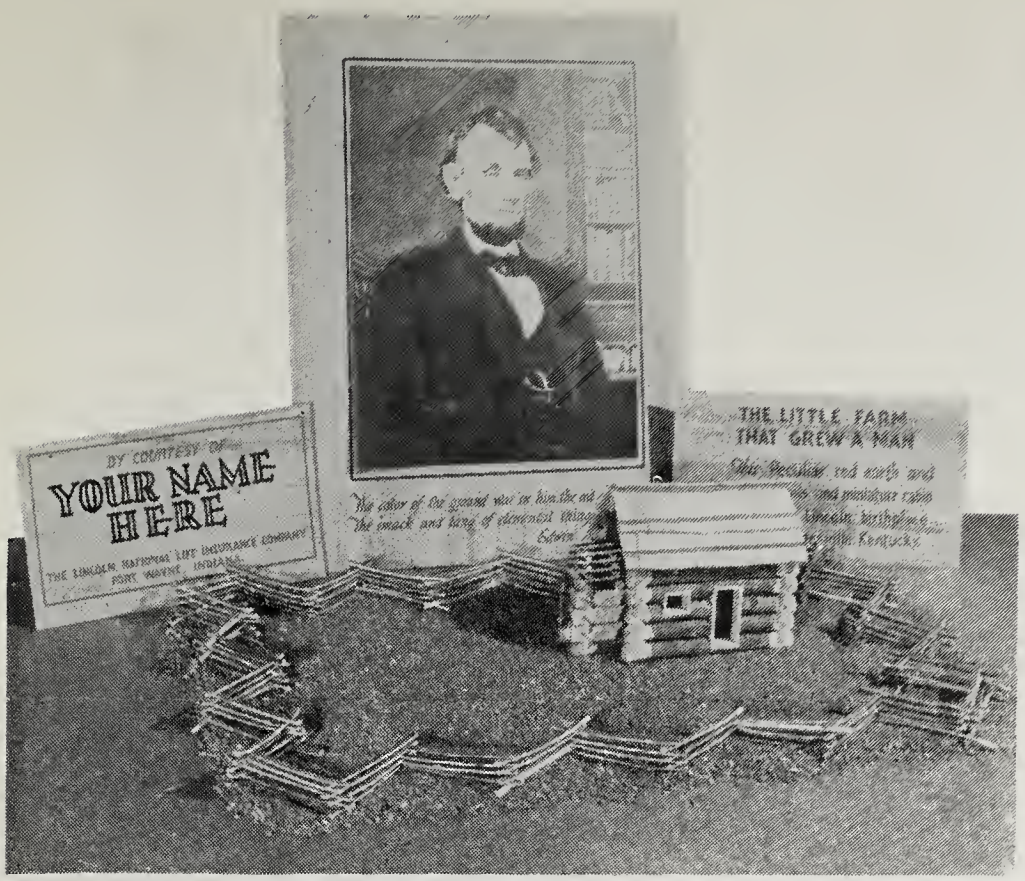
Advertising Clubs, American Legion, Athletic Clubs, Bar Associations, Business and Professional Women, Churches, Daughters of American Revolution, Grand Army of the Republic, Historical Societies, Knights of Columbus, Lodges, Luncheon Clubs, Women's Clubs, Young Men's Christian Associations, etc.

Here are some suggestions:

Luncheon Clubs — Distribute Gettysburg Addresses or small Brady photographs for favors.

Schools—Encourage essay contests on Lincoln or Gettysburg Address recitation competitions by offering a suitable Lincoln prize.

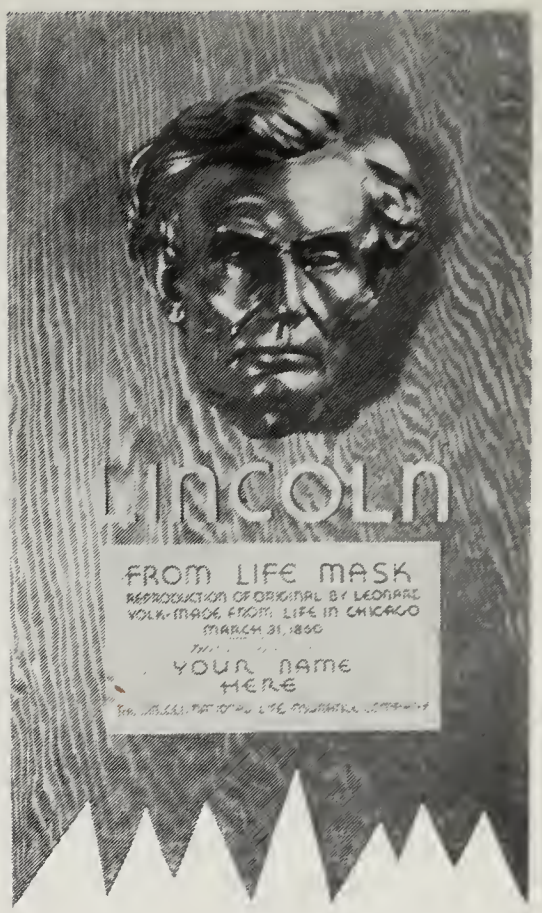
LINCOLN CABIN DISPLAY


BY COURTESY OF
YOUR NAME HERE
THE LINCOLN NATIONAL LIFE INSURANCE COMPANY
FORT WAYNE, INDIANA
THE LITTLE FARM THAT GREW A MAN

This display reproduces in miniature the Lincoln birthplace farm. Cabin and fence are made by hand by an old man who lives near the birthplace in Hodgenville, Kentucky, from wood cut on the original Lincoln farm. The red earth which accompanies the display is taken from this farm.

Set up for exhibit, the display covers a space about 40″ x 50′. Because of its convenient size, it has a wide range of uses. The placards accompany the display. One placard is imprinted with the agent's name. The cost of the display complete is $2.00, including shipping charges.

LINCOLN HEAD EXHIBIT



This exhibit is suitable for display in either a window or on a wall. It consists of one stained board (18″ x 31″) with the name "Lincoln" in raised letters. On the board is mounted the famous Volk cast of Lincoln's head. Included is a card with the agent's imprint. The head can be detached easily for other uses also. The price of the display including the agent's imprint card is $3.00.

Churches—Supply ministers with copies of Lincoln Lore dealing with Lincoln's religious attitudes which may encourage a special Lincoln sermon.

Boy Scouts—Encourage Scouts to make a pilgrimage on February 12 to some Lincoln shrine and secure merit award for them from the Lincoln National Life Foundation. (Write Foundation for details.)

Lincoln Programs

Committees in charge of Lincoln programs will be appreciative of suggestions. You are in position to furnish the following material—without charge from the Foundation — for speeches, plays, and programs:

Manuscript address entitled
"Lincoln, the Prairie Lawyer"

This speech on Lincoln you may deliver yourself, or make it available to some one else who is looking for an interesting talk on an important phase of Lincoln's life.

School playlet entitled
"Why Lincoln Grew a Beard"

Arranged for children in the sixth or seventh grades. Seven children in the cast representing Mr. and Mrs. Bedell and their daughter, Grace, Mr. and Mrs. Lincoln and their children, "Tad" and Willie.

Brief readings

1. English tributes to Lincoln—11 short readings.
2. Poems on Lincoln by New England poets—4 famous poems.
3. Poems by Abraham Lincoln—3 poems relating to Lincoln's boyhood.
4. Lincoln questionnaire—100 questions and answers about Lincoln's life.
5. How "In God We Trust" got on our coins—a paper, seven minutes reading time.
6. Scout Abraham Lincoln—how Lincoln as a boy would have measured up to the scout laws.

New Large Pictures

Your attention is called to the new "jumbo" size reproduction of the Brady Lincoln portrait in color. The new picture is 16 by 22 inches and is especially adapted for public buildings, offices, and school rooms.

A splendid jumbo size reproduction of the Gettysburg Address, 15″ by 19″, is also available now. The price of the new picture and Address is 10¢ each.

Your Opportunity

During the intervening days before February 12, many people in your community are going to be in need of suggestions and material for Lincoln programs. Many of the merchants will be planning Lincoln displays. You, as a representative of the Company which sponsors the Lincoln National Life Foundation, can be of greater assistance to these people than can perhaps anyone else in your community. Such assistance will be appreciated, and the publicity which will result and the contacts made cannot but prove helpful to you.

Newspaper Publicity

The LNL Foundation will release to the nation's press during February Lincoln material of interest to the editors.

LINCOLN MATERIAL

(1) Bust by Volk; (2) Head by Volk; (3) Bust by Votering; (4) Book Ends and Lincoln Books; (5) Right Hand; (6) Left Hand.

Here are listed and described Lincoln material suitable for prizes, mementos, and displays which can be secured direct from the Supply Section of the Agency department. The prices are the cost prices based upon wholesale purchases.

Art

Bust by Volk.....$5.50
Actual life size, plastic material, bronze finish, height 18".

Head by Volk.....$2.25
Actual life size, plastic material, bronze finish, for hanging on wall.

Bust by Votering.....$2.00
Plastic material, bronze finish, height 10¼".

Marbilite Bust.....$1.25
White composition, 11" high.

Book Ends.....$3.00 per pair
Plastic material, bronze finish, weighted black base, height 8½".

Right Hand.....$1.25
Actual life size, plastic material, bronze finish.

Left Hand.....$1.00

Gavel.....$ .25
Made of wood from Lincoln's birthplace farm.

Letter Opener.....$ .80
White metal, bronze finish, 10¼" long.

Books

Life of Abraham Lincoln.....$ .75
By Herndon, most famous Lincoln Source Book, edited by Paul M. Angle, 511 pages.

Abraham Lincoln.....$ .75
By Charnwood, best biography by English author, 234 pages.

Abraham Lincoln.....$ .75
By Ludwig, best biography by German author, 500 pages.

Abraham Lincoln.....$ .75
By Sandburg, most interesting American biography, 604 pages.

Mary Lincoln, Wife and Widow....$ .75
By Sandburg, most recent book on Mrs. Lincoln, 350 pages.

Women Lincoln Loved.....$1.25
By Barton, 377 pages.

True Story of Lincoln's Gettysburg Address.....$ .75
By Tausek, 70 pages.

Myths After Lincoln.....$ .75
By Lewis, Lincoln legend stories, 422 pages.

Lincoln's Address and Letters (162 pages).....$ .45

Company Booklets

Abraham Lincoln, A Concise Biography..... 2¢

Little Known Lincoln Humor.....½¢

Little Known Lincoln Episodes.....½¢

Pictures

Pyroglass Miniature.....$ .35
Of Mr. Lincoln, size 3x3¼".

Pyroglass Miniature.....$ .35
Of Mrs. Lincoln, size 3x3¼".

Brady Lincoln Portrait.....$ .01
In full color (7" x 9").

Brady Lincoln Portrait.....$ .03
In full color (12"x16").

Brady Lincoln Portrait.....$ .10
In full color, 16" x 22".

Brady Photograph..... ½¢
Form 1966—1¾" x 3½".

Lincoln and His Mother.....$ .01
9" x 10½" in Sepia.

Lincoln at Gettysburg.....$ .01
8" x 12" in Sepia.

Facsimiles

Gettysburg Address.....$ .01
Small size in envelope.

Gettysburg Address.....$ .10
Large size (15"x19") suitable for framing.

Bixby Letter.....No charge

Blotters

Lincoln Head.....No charge

Lincoln and Tad (Form 2345-I).
No charge

Matches and Lighters

Book Matches—
Bearing Lincoln head and agent's imprint.
$3.25 for 1,000 books
7.50 for 2,500 books

Pocket Lighters.....$ .15
Chromium steel with Lincoln head.

Paper Weights.....$ .25
Brushed brass with Lincoln head on one side and Company imprint on other.

Order early. Be assured of having your material. Don't wait until the supply is exhausted.